

[English]

**Policy of Advertisements on Doordarshan**

2882. SHRI PRABHUNATH SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state;

(a) the policy of the Government to telecast advertisements on primetime slots on Doordarshan; and

(b) the average number and frequency of such advertisements telecast per day?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF COMMUNICATIONS (SHRIMATI SUSHMA SWARAJ): (a) Advertisements on Doordarshan, both on prime time and non prime time slots, are governed by the 'Code for Commercial Advertisements on Doordarshan' and their duration/frequency depends upon various factors such as minimum guarantee offered for a programme, sharing pattern of commercial revenue, popularity of the programme etc.

(b) On DD I, on an average 130 to 180 advertisements are telecast everyday with commercial time being in the range of 2800-3400 seconds. On DD II, it is 150 to 230 advertisements with 3000-4600 seconds of commercial time. Regarding frequency of advertisements, no such study has been conducted/record maintained.

[Translation]

**Construction of Power Project on Narmada Valley**

2883. SHRI FAGGAN SINGH KULESTE: Will the Minister of POWER be pleased to state :

(a) whether any proposal has been received by the Government for the construction of Power Project on Narmada Valley in Radhopur in Mandla district of Madhya Pradesh;

(b) if so, whether the proposal has been approved by Central Water Commission; and

(c) if so, the time by which the project is likely to be commenced?

THE MINISTER OF POWER (SHRI P.R. KUMARA-MANGALAM): (a) to (c) No such proposal has been received by the Government for the construction of power project on Narmada Valley in Radhopur in Mandla District of Madhya Pradesh. However, a hydel project titled Raghavpur hydroelectric project (1x20 MW) is proposed in the upper reaches of the river Narmada in Mandla District of Madhya Pradesh. It is estimated that 5 MW of firm power can be generated by constructing a reservoir. The scheme is under investigation stage.

**Setting up of Private Universities**

2884. SHRI PANKAJ CHOUDHARY:

SHRI BALASAHEB VIKHE PATIL:

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) whether any proposal to allow setting up of private Universities is under consideration of the Government:

(b) if so, the details thereof;

(c) the time by which final decision is likely to be taken in the matter; and

(d) if not, the manner in which the Government propose to develop Human Resources in the absence of allowing private investment in this sector?

THE MINISTER OF HUMAN RESOURCE DEVELOPMENT AND MINISTER OF SCIENCE AND TECHNOLOGY (DR. MURLI MANOHAR JOSHI): (a) Yes, Sir.

(b) A Bill to provide for setting up of private Universities has been prepared and is being legally examined.

(c) It is expected that a final decision will be taken soon.

(d) Does not arise.

[English]

**National Highways in Bihar**

2885. SHRI BIJOY KUMAR "BIJOY" : Will the Minister of SURFACE TRANSPORT be pleased to state:

(a) the length of National Highways in Bihar;

(b) the Central assistance provided for the maintenance of National Highways during the last three years and proposed for 1998-99; and

(c) the future programme for converting the National Highways in the State into four lane?

THE MINISTER OF STATE IN THE MINISTRY OF SURFACE TRANSPORT (DR. DEBENDRA PRADHAN): (a) 2547 kms.

(b)

Sl. No.	Year	Amount allocated (Rs. in crores)
1.	1995-96	17.64
2.	1996-97	21.94
3.	1997-98	34.11
4.	1998-99	Demands for Grants awaiting approval of the Parliament